LISTING OF CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1 through 22. (Cancelled).

23. (New) A display device comprising:

a luminous element;

a laterally structured luminous surface having at least one region that is capable of illumination; and

a transparent substrate having a light-reflecting layer on each side of the transparent substrate at a first distance from one another, the transparent substrate being arranged so that one of the light-reflecting layers is opposite the laterally structured luminous surface, wherein light emitted by the laterally structured luminous surface is reflected along a beam path back and forth between the light-reflecting layers, and wherein at least one of the light-reflecting layers is semitransparent and at least one of the light-reflecting layers is arranged at a second distance from the luminous element.

24. (New) The display device as claimed in claim 23, wherein at least one of the light-reflecting layers comprises an interference reflection layer.

25. (New) The display device as claimed in claim 24, wherein the interference reflection layer comprises alternating layers with a high refractive index and a low refractive index, the alternating layers with the high refractive index comprising a first material selected from the group consisting of niobium oxide, tantalum oxide, and titanium oxide, and the alternating layers with the low refractive index comprising a second material selected from the group consisting of aluminum oxide, hafnium oxide, silicon oxide, and magnesium fluoride.

26. (New) The display device as claimed in claim 23, wherein at least one of the light-reflecting layers comprises a metallic reflection layer.

27. (New) The display device as claimed in claim 23, wherein at least one of the light-reflecting layers comprises a coating selected from the group consisting of a dip coating, a spin coating, a sputtered coating, a PVD coating, a CVD coating, a PECVD coating, and a PICVD coating.

28. (New) The display device as claimed in claim 23, wherein the luminous element comprises an OLED.

29. (New) The display device as claimed in claim 28, wherein the OLED comprises an electrode layer that forms one of the light-reflecting layers.

30. (New) The display device as claimed in claim 29, wherein the electrode layer comprises transparent conductive oxide and a semitransparent thin metal layer.

31. (New) The display device as claimed in claim 28, wherein the OLED comprises two electrode layers, the display device further comprising a laterally structured insulation layer that covers at least a region of one of the two electrode layers and is arranged between the two electrode layers.

32. (New) The display device as claimed in claim 31, wherein at least one of the two electrode layers is laterally structured.

33. (New) The display device as claimed in claim 23, further comprising a laterally structured mask.

34. (New) The display device as claimed in claim 23, wherein the light-reflecting layers are arranged parallel to one another.

35. (New) The display device as claimed in claim 23, wherein the light-reflecting layers are arranged obliquely with respect to one another.

36. (New) The display device as claimed in claim 23, wherein at least one of the light-reflecting layers is curved.

37. (New) The display device as claimed in claim 23, further comprising a partially absorbing material arranged in the beam path between the light-reflection layers.

38. (New) The display device as claimed in claim 37, wherein the partially absorbing material comprises a colored material.

39. (New) The display device as claimed in claim 23, wherein the at least one light-reflecting layers has a transmittance that varies spectrally in a wavelength region of the light emitted by the luminous element.

40. (New) The display device as claimed in claim 23, wherein the at least one light-reflecting layers has a transmittance that varies spectrally as a function of an angle of incidence of the light emitted by the luminous element.

41. (New) The display device as claimed in claim 23, wherein at least one of the light-reflecting layers is displaceably arranged relative to the other light-reflecting layer.

42. (New) The display device as claimed in claim 41, wherein one of the light-reflecting layers is applied to the transparent substrate, and wherein the transparent substrate can be displaced or positioned with respect to the other of the light-reflecting layers.

43. (New) The display device as claimed in claim 23, further comprising a third light-reflecting layer spaced apart from the light-reflecting layers.

44. (New) The display device as claimed in claim 23, wherein the display device is configured for use as an information display selected from the group consisting of a motor vehicle, a telecommunications device, a mobile telephone, a domestic appliance, toy, an advertising, a warning or information board, an emblem, and a logo.